

# THE PAYOFF PRINCIPLE

## WARNING!

This is not a sit-back and listen lecture. This is an interactive program with a *strong emphasis on practical skills* that really work...on the job and at home.

Mega-successful people accomplish as much in one or two months as average people do in one or two years. They're calm in every storm as they sail through difficult situations without breaking a sweat. And they deliver on their personal and organizational goals without excuses or exceptions.

So how do they do it? Sure—a few people get lucky breaks and others have the right connections. But the vast majority of successful people are successful because they follow "The Payoff Principle." Somehow or other, they organize their work and their lives around the Principle that says **PURPOSE + PASSION + PROCESS = PAYOFF**. And best of all, they know that success is not some far out dream. It's the natural result of consistently doing the right things in the right way at the right time.

**This "Payoff Principle" is the foundation of all success in any profession. And once you apply its power to your own career and life, you'll find that it's teachable to others.**

STATE OF MISSOURI  
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## HOW YOU CAN MOTIVATE YOURSELF TO WIN EVERY TIME IN ANY SITUATION



Presented By:  
Dr. Alan Zimmerman

## PAYOFFS:

- ☐ Snuff out the hidden internal factors that destroy your personal motivation.
- ☐ Live your life "on purpose" rather than "by accident"
- ☐ Build an undefeatable attitude that invariably leads to greater success.
- ☐ Apply gold-medal winning techniques for setting and achieving your goals
- ☐ Refuse "good enough" behavior and commit to "excellence" instead.
- ☐ Fill your tool bag with skills that guarantee your peak performance ... all the time ... no matter what.

In this program, you'll discover your clear sense of purpose and ignite an invigorating passion that never fizzles out. You'll boost your own self-confidence, deflect the negativity around you, take smart risks, and achieve your goals...without losing your balance.

## PROGRAM OUTLINE:

### PURPOSE

- ☐ Understand the critical importance of a purpose-driven life and career
- ☐ Make sure you're living your life and working your job "on purpose"

### PASSION

- ☐ Deflect negative influences that can drag down your passion
- ☐ Discover the #1 way to pump-up your passion
- ☐ Choose to "act" rather than "react"
- ☐ Implement 8 skills that build and maintain a positive, enthusiastic attitude despite the circumstances

### PROCESS: SELF-ESTEEM

- ☐ Understand how an inadequate self-image blocks success and a strong self-image guarantees success
- ☐ Defeat self-doubt and maintain self-confidence in challenging situations and around difficult people
- ☐ Master 7 strategies for "LASTING" self-esteem

### PROCESS: GOALS

- ☐ Stop self-defeating thoughts that block goal achievement
- ☐ Determine, set, and write-out worthy goals that define your success
- ☐ Plant barrier-busting affirmations in your mind that achieve your goals...almost effortlessly

### PROCESS: RISK

- ☐ Begin to live and work outside your comfort zone...where all greater success is to be found
- ☐ Take smart risks that are likely to PAYOFF!

### PROCESS: BALANCE

- ☐ Access your stress, burnout, and balance profiles
- ☐ Get strong and stay healthy in all 8 dimensions of life and work
- ☐ Turn time into a friend instead of an enemy

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**November 29, 2012**

**8:30 AM – 4:30 PM**

**Governor Office Building Ballroom  
Jefferson City**

**\$149.00**

Enroll online at

[www.training.oa.mo.gov](http://www.training.oa.mo.gov)

**For enrollment assistance, please call (573) 526-4554**

**ABOUT OUR PRESENTER:** Dr. Alan Zimmerman has worked as a speaker, trainer, and consultant since 1972. He has spoken to private and public organizations, Fortune 500 companies, small businesses, professional associations, government, education, and health care companies. Having delivered more than 2,000 programs in 48 states and 22 countries, he is one of the most sought after speakers in the world. Dr. Zimmerman has a vast array of experience. His background includes work in sales, recreation management, radio broadcasting, prison therapy, university teaching, author and president of his own consulting company. Dr. Zimmerman has a Bachelor's Degree in Speech and Political Science; a Master's Degree in Speech and Sociology; and a Doctorate in Communication and Psychology. Dr. Zimmerman has also been inducted into the Speakers Hall of Fame, an honor that has been given to a mere handful of people in the last 30 years – including President Ronald Reagan, General Colin Powell, and best-selling author Dr. Ken Blanchard.

## WHAT OTHER PEOPLE ARE SAYING ABOUT THIS PROGRAM:

"You achieved every one of our objectives – in particular, to get the participants interacting with people and to foster an environment of positive thinking for better business and personal results. Your message really hit home with the audience."

Robert Schenck, Vice President, Federal Reserve Bank

"The energy each person had as they left was really astounding. What was even more important to me was the fact that people were sharing their experiences back with their colleagues over the next several days. This increase in energy and teamwork was exactly what we were hoping to accomplish."

Sheila Johnson, Manager, 3M



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*"We inspire current and potential leaders on their journey to excellence."*

